PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7 : G06F 13/00 — A1

(11) International Publication Number: WO 00/70470

(43) International Publication Date: 23 November 2000 (23.11.00)

(21) International Application Number: PCT/US00/13189

(22) International Filing Date: 12 May 2000 (12.05.00)

(30) Priority Data:
60/134,099 14 May 1999 (14.05.99) US

(71) Applicant: CAREERWORKSTATION, INC. [US/US]; 783 The Alameda, San Jose, CA 95126 (US).

(72) Inventors: OLSON, Jeannine; 312 Custer Avenue, Billings, MT 59102 (US). ZIMMERHANSL, Sabine; 2673 Ohio Avenue, Redwood City, CA 94062 (US). BATCHELDER, Darrell; 312 Highland Terrace, Woodside, CA 94062 (US). CARPENTER, Matthew; 2673 Ohio Avenue, Redwood City, CA 94061 (US). OLSON, Edward; 312 Custer Avenue, Billings, MT 59102 (US). LONSKY, Peter; 2748 Ross Road, Palo Alto, CA 94303 (US).

(74) Agent: LIMBACH, George, C.; Limbach & Limbach L.L.P., 2001 Ferry Building, San Francisco, CA 94111 (US).

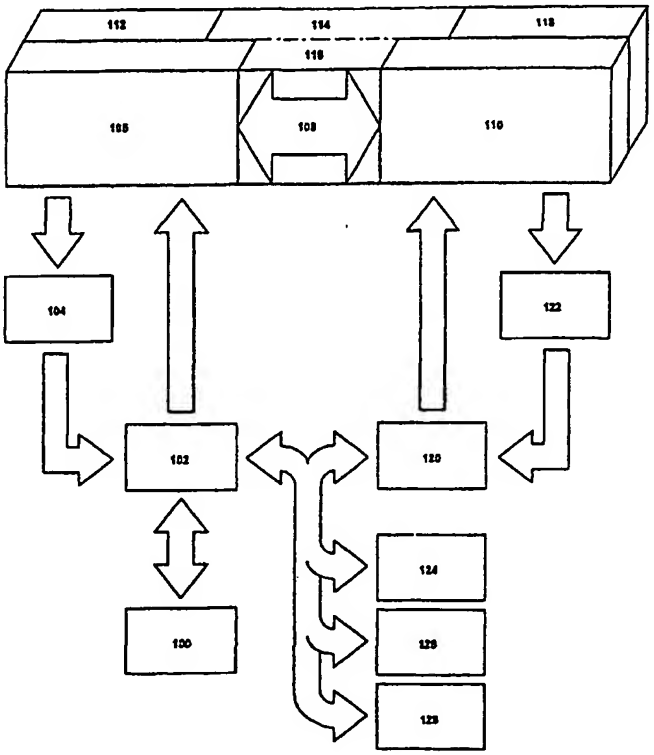
(81) Designated States: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published
With international search report.

(54) Title: ONLINE METHOD AND COMPUTER SYSTEM

(57) Abstract

The present invention relates to an integrated on-line method and computer system for providing an Internet-linked database of client information, for publishing portions of this information on individual, semi-custom client web sites, for translating predetermined portions of this information into specific formats as required by designated recipients, and for transmitting the translated information via the Internet (102) or private communication channels (120) to these designated recipients. The web site publication (106) is linked to the creation of an electronically readable user information database (114) which can submit data to third party systems, including where the user is a job seeker, job matching systems to correlate job requirements with job seeker skills.



FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AL	Albania	ES	Spain	LS	Lesotho	SI	Slovenia
AM	Armenia	FI	Finland	LT	Lithuania	SK	Slovakia
AT	Austria	FR	France	LU	Luxembourg	SN	Senegal
AU	Australia	GA	Gabon	LV	Latvia	SZ	Swaziland
AZ	Azerbaijan	GB	United Kingdom	MC	Monaco	TD	Chad
BA	Bosnia and Herzegovina	GE	Georgia	MD	Republic of Moldova	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagascar	TJ	Tajikistan
BE	Belgium	GN	Guinea	MK	The former Yugoslav Republic of Macedonia	TM	Turkmenistan
BF	Burkina Faso	GR	Greece			TR	Turkey
BG	Bulgaria	HU	Hungary	ML	Mali	TT	Trinidad and Tobago
BJ	Benin	IE	Ireland	MN	Mongolia	UA	Ukraine
BR	Brazil	IL	Israel	MR	Mauritania	UG	Uganda
BY	Belarus	IS	Iceland	MW	Malawi	US	United States of America
CA	Canada	IT	Italy	MX	Mexico	UZ	Uzbekistan
CF	Central African Republic	JP	Japan	NE	Niger	VN	Viet Nam
CG	Congo	KE	Kenya	NL	Netherlands	YU	Yugoslavia
CH	Switzerland	KG	Kyrgyzstan	NO	Norway	ZW	Zimbabwe
CI	Côte d'Ivoire	KP	Democratic People's Republic of Korea	NZ	New Zealand		
CM	Cameroon			PL	Poland		
CN	China	KR	Republic of Korea	PT	Portugal		
CU	Cuba	KZ	Kazakstan	RO	Romania		
CZ	Czech Republic	LC	Saint Lucia	RU	Russian Federation		
DE	Germany	LI	Liechtenstein	SD	Sudan		
DK	Denmark	LK	Sri Lanka	SE	Sweden		
EE	Estonia	LR	Liberia	SG	Singapore		

Online Method and Computer System

FIELD OF THE INVENTION

The present invention relates to an integrated on-line method and computerized system for providing an internet-linked database of client information, for publishing portions of this information on individual, semi-custom client web sites, for translating predetermined portions of this information into specific formats as required by designated recipients; and for transmitting the translated information via the internet or private communication channels to the designated recipients.

BACKGROUND OF THE INVENTION

The Internet provides a homogenous communication infrastructure to connect computers in homes and businesses worldwide. Communication over the Internet is accomplished by defined communication protocols. The World Wide Web is a subset of the Internet that uses a file transfer program (FTP) protocol to allow flow of information and technical connection between sites. This communication is referred to here as online or internet.

It is estimated that over 40 million U.S. residents access the web every day and many millions have created their own web sites. Software has been developed to allow users, including businesses and consumers; to build and publish their own web sites. Web site software

and e-services currently in the market allow individuals to publish photos, text content and audio/video files. Businesses are also using web sites to better market themselves to their customers and worldwide constituencies. Additionally, software companies have been moved directly to the web for mass-market distribution of product to consumers and businesses.

With so many possible web communicants, there is a need for a more organized communication on the web, which allows communicants with complementary information needs to identify each other and to share such information. One of the most active categories of web communications, for example, concerns employment. Job search sites on the web receive well over 8,000 new resumes each day pushing the total number of resumes in such databases to over one million. Job posting sites on the web list well over 500,000 jobs in their databases and represent well over 5,000 employers. The net result is that a dramatically increasing portion of the 100,000 people changing jobs every day are making the internet a big part of their job search. As a result both job recruiters/hiring managers and job seekers have come to recognize the internet as among the most effective means for filling positions and securing employment.

Corporations seeking to hire, advertising agencies that help corporations to hire, and service providers running job database matching services have looked to the Internet to increase the efficiency of the hiring process, to communicate to a world-wide workforce, as well

as to technically integrate job seeker and open job data information within and exterior to an organization.

Currently the on-line career market is driven by the job-board provider/employer as opposed to the consumer/job seeker. In this model, the consumer has limited means of differentiating him/herself from other job applicants that are seeking similar jobs and is typically limited to textual information supplied by filling in a template on-line. Additionally, to assure the widest resume distribution, the user typically must go to each major job board and post his/her resume information according to the provided and limited template. This process can take a number of hours, as each job board has its own standards to capture and store the job applicant information. Additionally, subsequent communication with each job board represents an on-going, repetitive and inefficient task.

Further, while there are a number of online profile tools that link job seekers to their job board, none of the product offerings to date link to multiple job boards.

To better empower the job applicant to differentiate him/herself from other applicants and to enable the job seeker to distribute his/her dynamic online multimedia resume to multiple job boards via a single entry point, there is a need for a web-based system that will enable the job seeker to easily create and widely distribute a unique, substantive and highly professional looking living personal resume. While several companies offer web site template builders, they are not directed toward

the career category and they do not link to career databases or multiple job boards on the back end.

Until now, there has not been an integrated system that allows individuals to assemble resume data-inclusive of audio/video components, publish this information to the web in the form of a complex web site; automatically create a database containing portions of the information, automatically submit portions of this database information in compatible system formats to multiple designated recipients so as to provide access to the enormous amounts of data held within job boards and corporations that advertise and provide electronic matching services for open job positions; and provide email, fax and other services to centralize support of further communications subsequent to the submission of the information.

More generically, there has not been an integrated system that allows individuals to assemble and publish their information on a semi-custom, complex web-site; automatically create a database containing portions of that information, automatically submit portions of this database information in compatible system formats to multiple designated recipients so as to provide clients access to multiple designated recipients having databases of potential communicants with potentially reciprocal interests (e.g., buyers/sellers of goods, services, or real property); and provide email or fax services to centralize support of further communications subsequent to the submission of the information.

SUMMARY OF THE INVENTION

The present invention relates to an integrated on-line method and computerized system for providing an internet-linked database of client/user information, for publishing portions of this information on individual, semi-custom client web sites, for translating predetermined portions of this information into specific formats as required by designated recipients; and for transmitting the translated information via the internet or private communication channels to these designated recipients.

In another aspect, the invention relates to a web-distributed software system that publishes web sites as personal resume-oriented web pages on the internet. Specifically, the invention relates to an online publishing system that supports the advertising of job candidates to corporations via rich media multi-layered online resumes that can be linked to open jobs that reside in job database systems around the world both in corporations and third party job databases operated by recruitment advertising agencies and internet career management portals. Additionally, the online resumes also serve as stand alone communication tools for the user. Published web sites can be published to be individually addressable uniform resource locators accessible from a remote internet terminal. Corporations and others who do not like job board services but do have access to the internet may access such tools.

In another aspect, this invention is designed to provide for an online, computer implemented system for publishing web sites for job seekers and allowing them to electronically link to job advertisements that are housed in partnered information exchange, management and mining systems. Additionally, the invention is designed to take in multiple forms of rich media (e.g., audio, video, graphic images, and text) through a web-based interface. Finally, the invention is designed to parse multiple resume site objects and distribute them to linked information exchange systems internal to organizations and those residing with online job board service providers.

The system may advantageously be accessed on the web by the job seeker and hiring manager as well as internally within a human resource department in order to better manage the hiring process using internet tools for efficiency and protocol. The ideal use of the system allows for management of all online resume components, accessible at any time by the job seeker and hiring manager, streamlining of the hiring process, better management of application letters, projects, reference material, audio/video presentations and standard resume data pieces.

It is an object of invention to provide a computer implemented system for displaying personal profiles of information coupled with options and preferences that allow highly-indexed, graphical representations as viewed through common data browsing software (i.e. web browsers). It is a further object of the invention to incorporate control over the representation of personal profiles through each user's

selections from pre-defined graphical templates and profile types. It is a further object of the invention to provide access to the specific and aggregate data in the profiles through a restricted, secure manner for analysis and cross-reference between other databases and computer processing systems. It is a further object of the invention to control aggregation of information for cross-reference according to individual/user preferences.

The invention may be implemented in a computer system whose actions are directed by computer programs configured as an interlinked web-publishing and data mining system. The system includes a first database stored in electronically readable memory (templates), a second database stored in electronically readable memory (profiles) and a set of files and databases stored in electronically readable memory for control purposes. The system also includes request brokers for transmitting and receiving data and instructions in the form of electrical signals, to and from remote computers and a database manager via a public or private communication interface. The functions of the request brokers are determined by their interfaces. The public interface (e.g. internet) of the invention fulfills anonymous requests for unsecure information and requests for secure, encrypted information from valid sources mainly via web browsers. The private interface (e.g. LAN, WAN, dial-up) offers the ability to integrate database queries and reports much more closely with existing systems and applications that support import/export or extensibility via process scripts. A translation engine

accesses information in files or control databases to validate requests for restricted information, including aggregate reports and profiles.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a block flow diagram depicting the management and control of communications and information flow for a preferred embodiment.

Fig. 2 is a block diagram depicting an embodiment of the invention where the electronically readable database submits information to an external job matching process.

DETAILED DESCRIPTION OF THE INVENTION

The structure of information within the profiles database is a standardized format to query and extract. This allows template-based processing of the information to build a highly-indexed, graphical representation of the data. Templates are utilized across profile records according to preferences indicated in the profiles. The preferences define the options (e.g. color, graphic library, page layout) that each template requires to build the graphical representation. This allows consistent, professional interface design to be automatically applied to many individuals' profile data in contrast to custom processes that must define and implement the graphical representation of profile data on a case by case basis. The standardized format of profile data also allows the aggregation of like information within data fields for searching,

analysis and cross-reference. Consistency is built into the system via structured information upload procedures managed by the request brokers and database manager.

DESCRIPTION OF PREFERRED EMBODIMENTS

In a preferred embodiment, the functions of the system come together for the client/user as a personal career workstation. Customers/users build, maintain, edit and execute many functions from the personalized workstation. This workstation is a hub where database content is gathered, updated and dynamic web sites are created. Once an e-commerce transaction is completed, a customer can edit their site through the "site builder-edit" function, access their image library to change or upload video/audio/images and other portfolio components and use the resume management system to track their resume and hits to their site. They also can access their publish/unpublish feature from this site. Under the publishing mode, web sites are not searchable by search engines and are protected through our internal three-tier firewall system.

The workstation presents a medium for customers to send their online resumes to as many job boards as have been recruited as partners.

The job boards receive the customer resume and uniform resource locator (URL) information the system sends to them in

mutually-engineered formats and processes to be placed, by the job board, into their databases. The information is pushed out to the job boards through a reporting process and they integrate it into their databases.

In one embodiment, this transaction of information between the system and it's job board partners at no time permits the system to interact with any job board databases, nor does it permit any job board to interact with the systems databases.

In a preferred embodiment, other functions are performed at the workstation. These functions include monitoring incoming and outgoing e-mail and faxes from multiple job boards and job openings reported back from selected recipients. Content downloads are completed on a regular basis to update preference changes as specified by customer. The workstation also technically integrates a web-based calendar where customers can manually enter/modify and view appointments and notes. Customers can be notified via email concerning traffic statistics to their unique URL.

While the workstation is used to update and manage web sites, it is also utilized by web site builders to maintain employer contact correspondence through an online diary, launch web-based training modules, work with salary calculators, access web-based company research/information, and connect to news services to get latest industry updates and news. Additional chat and voice protocol features can be incorporated for virtual interviews and chat functions. The workstation

serves as an operating system to streamline many points of contact into one central area.

In another preferred embodiment, the workstation gathers web site builder information into a central data center. Once gathered, this information can be extracted to create a resume for distribution by fax or email. The information can also be used to generate a printed career business card, envelope and stationery if system preference is set by web site builder. This transaction is done by data pushed from the system to an exterior web-based print vendor.

In another configuration, a client is allowed to publish or unpublish information on the web site. This feature allows clients not only to customize their site by selecting from a pre-defined set of pages, but also to be able to make these pages available or not available to the outside viewer with a couple of mouse clicks. The menu of pages for the entire site is built for this purpose with the ability to check/uncheck available pages (publish/unpublish), preview these pages individually, and preview the entire site. This functionality will result in dynamic rebuilding of the site links and menus without breaking the integrity and appearance of the entire site.

In another embodiment, the web site can be accessed for viewing only. The system allows web sites to be protected from downloading, printing, copying, modifying through third parties and caching of web site content inclusive of all text data pieces, audio/video components and graphical content. Using a content access policy software tool deployed

on the system servers, customers can be assured that their web site content is securely protected from outside parties wishing to duplicate such information.

It is to be understood that a system can be implemented using general purpose computer hardware. The general purpose hardware may advantageously be in the form of one or more Unix workstations or other suitable computers. The hardware will be configured and customized by various software modules. The software modules will include communications software of the type conventionally used for internet communications and a database management system. Any number of commercially available database management systems may be utilized to implement the invention. Those of ordinary skill in the art of database management application programming will be able to make and use the invention according to the disclosure hereof.

Fig. 1 shows a schematic of one system according to the invention. A public communication interface (102) transmits a request from a non-qualified public visitor (100) to the public request broker (106). The non-qualified public visitor (100) is defined as such because the request is anonymous and not secure. In a preferred embodiment, the public communication interface (102) is a web browser capable of displaying HTML loaded via the internet. The public request broker (106) receives a request in the form of an address which corresponds to a particular individual profile in the personal profile database (114). According to the preferences (116) related to the personal profile data

(114), the public request broker (110) extracts template and graphical data from the templates/graphics database (112) via a database manager. In a preferred embodiment, the templates are in the form of HTML code segments and the graphics are the web-compatible formats GIF and JPEG. The standard HTML code segments of the template record are assembled with the custom data fields of the profile data record by the public request broker (106), a web-server, using server-side include and application server technology. Profile-specific graphics or files exist in the personal profile database and are requested in formats compatible with the public communication interface and are transmitted in the format received. Multimedia files could be uploaded as AIFF or WAV (audio formats), a digital video format, or any other file type defined as piece of a personal portfolio. Other personal profile data includes resume text, responses to interview questions, references and hobby/activity involvement.

When the response has been generated in a format suitable for transmission and display via the public communication interface (102), the public request broker sends personal profile response(s) (104). The personal profile responses (104) are formatted data compiled from an individual record for the non-qualified public visitors (100). In a preferred embodiment, the response from the web server is an HTML document that contains links to specific images that are also accessed by the web server from electronically readable memory.

In the case of qualified visitors (128), marketing research systems (126), and systems that populate heterogeneous databases of information (124), there are two interfaces for the transmission of requests: the public communication interface (102) and private communication interface (120). The public communication interface (102) is inherently insecure due to its shared nature. Because of this and the sensitivity of information transmitted to the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124), the public request broker (106) supports secure, encrypted connections in these cases. The secure connections are supported between the public request broker (106) and the data browsing software, query processes and import/export scripts that are implemented by the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124). In these cases, the personal profile responses (104) may be data from individual records, aggregate profile data, or search query results. In a preferred embodiment, a web server has support for Secure Sockets Layer (SSL) protocol and data is encrypted between the server and client using public/private key encryption. The qualified visitors (128) are able to view secure documents via a web browser. The marketing research systems (126) and the heterogeneous databases of information (124) can upload and download files securely utilizing the same technology incorporated into the processes and scripts that access them.

The secure connection between the public request broker (106) and the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124) exists for the purpose of transmitting sensitive information. Secure/validation transactions (108) are initiated between the public request broker (106) and partner request broker (110) to negotiate access and share information. The partner request broker (110) allows or denies access based upon a query of translation engine (118) that matches the identity of the incoming requestor to corresponding control files and data to determine access privileges and establish file-sharing protocols. In a preferred embodiment, the public web server connects to an application server via a firewall that performs packet filtering. Only valid requests from the web server are fulfilled by the application server.

In transactions performed between the partner request broker (110) and the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124) via private communication interface (120), security (e.g. encryption, firewall, Local Area access) is inherent in the network topology. The partner request broker (110) performs identical validation for requests transmitted as the secure/validation transactions (108) or from the private communication interface (120). In a preferred embodiment, the application server accesses a database manager that retrieves an access code according to the user identity. The access code is compared against a table of

query/retrieval types and the user's access to the requested query/retrieval is determined.

When access is granted to the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124) for a specific query/retrieval, the partner request broker (110) formulates the correct response based upon the preferences and file-sharing protocols determined by the translation engine (118). If the request has arrived via the public communication interface (102), the response is sent via the secure/validation transactions (108) from the partner request broker (110) to the public request broker (106) for secure transmission as a the personal profile response(s) (104). If the request has arrived via the private communication interface (120), the response is sent as a transmission (encrypted or unencrypted according to the network topology of the private communication interface) from the partner request broker (110) as aggregate profile response(s) (122). The aggregate profile response(s) (122) and the personal profile response(s) (104) sent to the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124) for a specific query/retrieval are identical with the exception of the security implemented for transmission. In a preferred embodiment, if the query/retrieval is granted, the application server then processes the query/retrieval. Because the preferences control access to the personal profile data (114) based upon options selected, the raw output of the query/retrieval is filtered according to these control fields. After the

query/retrieval response has been formatted and the correct file-sharing protocol has been determined, it is sent to the web server for public/private key encryption and secure (SSL protocol) transmission over the internet or it is sent directly via a LAN, WAN, VPN or other private network configuration. The type of data response depends upon the receptacle. In the case of client using a web browser to access secure records, the response is formatted as an HTML document or series of linked HTML documents to display the requested information. In the case of an application for marketing research, the response would be formatted for import or direct access. Corporate information systems accessing the information may require the response to be formatted as SQL commands or tab delimited data.

In a preferred embodiment, the qualified visitors (128), the marketing research systems (126) and the heterogeneous databases of information (124), do not have access privileges to the database and receive only personal profile information if they are designated to receive it by the user. In this embodiment, the personal profile information can be transmitted to the designated recipient by means similar to the aggregate profile responses (122). Before transmission, the personal profile information is first converted into output data which is formatted and organized according to the system requirements of the designated recipient.

The interlinked web-publishing and data mining system supports self-promotion web sites that are created by job seekers. The individuals

add and update information in the personal profile database via a content management broker not described as part of this invention. The user is allowed access to the system based upon a subscription mechanism. Users can then submit and update content adding and editing the fields of information requested on standardized forms. Once the personal profile database record is completed with preferences option fields, the appearance of the individual's web site is determined, including color palette and graphics, which most closely relate to their field of study/desired field of employment. Then a web server, responding to requests in the form of web site addresses, directs an application server to access the personal profile database in tandem with the templates/graphics database to build HTML that represents the title page and subsequent pages of the individual's web site.

In a preferred embodiment, the personal profile database contains information including job preferences; education and job history that can be closely aligned with internet job boards that contain listings for jobs. These listings are databases of information with fields that contain requirements. Through the data mining aspect of the invention, the information that is added to the personal profile database may be matched with jobs on job boards. The individual is given options to choose which job boards they would like to include in this matching process. There may be instances where an individual is not looking for a job at that time and selects an appropriate choice to eliminate any matching. Another feature controlled by preferences options is the

ability of job seeking individuals to "black out" the matching of his or her information to a current employer. This would prevent an employer with access to the profile data from searching for or accidentally discovering a current employee who is searching for employment.

In another embodiment, a job seeker builds a site for self-promotion that is favorably mined by companies interested in fulfilling the job seeker's desire for new, different, more lucrative employment. The synergies of this interlinked system result from the ability to cross-reference information collected in this system with information collected on job boards and other employment listing databases.

In the embodiment of Fig. 2, job seekers enter the information into the database (3) by way of an online job seeker information capture form (1). The data is then automatically directed into the database of job seekers (3) by the automated parser (2). The records in the database (3) represent personal and professional information about job seekers and may include various forms of data including audio and video files, digital images, word and graphic data. A web-publishing unit (4) builds and serves the individual job seeker career web sites (5), which are individually addressable by uniform resource locators from a remote internet terminal. In this system, the database is not accessed by the public and the database resume information is submitted according to the formatting requirements of the partnered recipients who apply their job matching process (6).

More generally, database construction is facilitated by capturing text and multi-media objects based on consistent career web site data fields across the product. This strategy allows any subsequent exchange, compiling, re-organization, updating, mining of data as well as creating a one-to-many relationship from career web sites to electronic automated.

A further embodiment of the automated Web publishing system has the following system requirements and process flow. Standard security should be employed to facilitate secure e-commerce transactions and secure on-line account management. The system requirements descriptions will be divided into several sections:

A. New user sign up (for free and/or pay-per site services)

B. Add and update free site profile page information

C. Selecting and paying for fee-based site options

D. Add and update information in the fee-based, site builder area

A. New User Account Sign-up and Account Maintenance

All users, regardless if they select the free site profile page and/or for fee-based site options, need to create a user account. To create this account, the user goes to an account sign up form where the user first enters his or her basic contact information including:

- Name prefix (i.e. Mr., Mrs., Miss, Dr, etc.)
- First name
- Middle Initial

- Last Name
- Suffix (i.e. MD, PHD, CPA, CFP, etc.)
- Address
- City
- State
- Zip Code
- Country
- Business Phone
- Home Phone
- Fax
- e-Mail Address

After the above information has been entered, the user would then select a username and a password. With respect to the username, the user would enter the desired username and then submit the username for the system to verify if it already exists. If the username already exists, the system would suggest alternative usernames (which the user could then select, submit and then advance to the next step) and also allow the user to enter another username. If the user enters another username, the system would then have to check the system to see if the username exists (as described above). This process would continue until the user enters a username that is unique to the system. Once a unique username has successfully been assigned to the user, the user would then select a password (a password and a re-entered password for verification), a secret question and an answer to the secret

question. The secret question and answer to the secret question would be used if the user forgets his/her password. Once the password information has been entered and the user submits the information, the account would be set up in the system and confirmation e-mail would automatically/immediately be sent to the user's e-mail address (assigned by the user above). The e-mail would include a welcome message and the users username and password.

B. Add and Update Free Site Profile Page Information

Once the users account has successfully been set up, the user would then be automatically logged into and advanced to the main menu of his/her account. In this area, the user would be able to update his/her basic contact information (listed above) and password. Also in this page, the user would be presented with the option to create (and later update) his/her free site profile page and select from one of the many fee-based site options.

The site profile page is a free service, which allows users to select one of many profile values from each of three different profile categories, enter basic resume information and then publish the information on the site to potential employers and recruiters. The three profile categories are:

- Industry (values include: health care, high tech; service, legal...etc.)

- Function (values include: accounting, consulting, finance, communications...etc.)
- Level in Career (values include: entry level, mid-level and executive)

The above categories are independent of one another. As such, it is not necessary for the user to select a value (or values) from all of the categories above (i.e. a user could utilize the Industry and Function categories but leave the Level in Career category blank).

In addition to adding new information to the free site profile page, the user should also have the ability to change the information in this page at any time.

C. Selecting any Paying for Fee-based site Options

In order to utilize the fee-based site options, it is necessary to select and pay for the desired options via an e-commerce interface This e-commerce interface should enable the user to:

- Select and add the desired fee-based option(s) to a cyber shopping cart
- Check out the desired options
- Pay for the desired options via a secured credit card transaction (to be determined)
- Submit the order
- Receive an order confirmation

This process may have the following flow. The user goes to a Secure Commerce page. The user next selects (or deselects) desired fee-based services from a service selection page. When the user is done the user advances to an order verification page where the selected items are displayed and the user indicates whether the order is satisfactory. If the order is not satisfactory, the user returns to the selection page. If it is satisfactory, the user advances to the billing information page and enters (or re-enters) billing credit card information and then submits the information. If the billing information is not satisfactorily completed, the user is returned to the page for entering that information. If the information is satisfactorily completed, the system processes the order and generates an order confirmation page with identification number. The user then goes to the site builder page or logs out ending the e-commerce transaction.

D. Add and Update Information in the Fee-based, Site Builder Area

The Site Builder Home Page includes the following nine sections which allow the user to interactively build their web site:

- Design Your Site
- Interview
- Work History & Education
- Up Close
- Contact Information and Relocation
- Resume Download & Print

- Upload Files
- Portfolio

Each of these sections are described in detail below.

Design Your Site

This section enables the user to interactively design their site by selecting from one of many design elements including:

- Page layouts
- Color pallets
- Stock pictures/images
- Fonts

All of the above options are pre-selected by the system based on the profile values the user selected in the free site profile page (described in a previous section of this document). For example, a finance person would be able to select from various page layouts, color pallets, pictures/images and fonts that are best suited for the finance industry.

The process has the following flow. The user arrives at a Site Builder home page. From the main menu, the user selects the Design-Your-Site option and advances to that page. There, the user selects his options for the desired page layout, the desired color pallet, the desired stock pictures/images, and the desired fonts. Then these selections are submitted completing the design your site process.

Interview

Through audio and video clips, the user can tell his/her story to a potential employer or recruiter in a way that could not be matched by a mere text only resume.

Additionally, the user answers 10 pre-selected industry specific questions with three additional questions created by the user. All questions are optional and only those answered will be posted to their site. All pictures, audio and video clips are imported into the system via the upload section (described in the Upload section listed below).

The process flow is as follows. Upon arriving at the Interview page, the user indicates whether the user wants a multimedia option, If yes, the user has the option of selecting a video or audio clip from the Upload file section before being presented with 10 pre-selected questions for responses. The questions are specific to the industry of interest to the user. The user is then presented with an option of adding up to three additional questions and responses of their own creation before submitting the interview page information.

Work History and Education

In this area, the user provides a complete history of all relevant work/professional experiences along with a complete education summary. Also in this area, the user selects if he/she is eligible to work in the United States.

The process flow for this section begins at the Work History and Education page. There the user completes the section by entering and

then submitting his work history, education, and eligibility to work in the United States information.

Skills Summary and References

Here, the user goes to the Skills Summary and Reference page to enter and submit the subject information. The relevant information includes all pertinent skills, awards and college courses, and supplies a full list of references, which includes the following information:

- Referrer first name
- Referrer last name
- Referrer current company
- Referrer current title
- Referrer phone number
- Referrer e-mail address
- Relationship to referrer
- Best time to contact referrer

The user should be able to enter as many references as desired. In a preferred embodiment, the user is also able to provide the text of a reference statement.

Up Close

The Up Close section is where the user can really bring out his/her personality. This section allows the user to upload personal pictures and provide information on hobbies, activities and community involvement. All pictures are imported into the system via the upload section (described in the Upload section listed below).

The user first goes to the Up Close page and indicates whether the user wants a multimedia option. If the option is requested, the user next selects video clips or audio clips from an upload file section and then rejoins the process stream where all users then type in text information. At that point, the multimedia users may enter text to accompany their video or audio clips. The process is completed when the user submits the Up-Close information to the system.

Contact Information and Relocation

This section enables the user to update his/her basic contact information (i.e. address, phone number, e-mail address...etc.) according to the process here. Additionally, the user can specify relocation information, indicating areas that he/she may be willing to relocate for a potential career opportunity. The process flow is straightforward. The user advances to the Contact Information and Relocation page and enters the above information and then submits the information to complete the process.

Resume Download & Print

This area simply enables the user to download all of the resume information from his/her account into an ASCII file, which can be imported into an outside document or Web site. Additionally, this area enables the user to print out a printed version of his/her resume to bring to a job interview or hand out to friends, prospective employers, recruiters...etc. The process flow for this activity is simple. Upon arriving at the Resume Download and Print page the user selects and

submits an option to either download a resume to a client machine in ASCII format or to print a resume in printable format on a local printer.

Upload Files

Here, the user can upload any desired picture files, audio files, and video files. Once in this area, these multimedia files can be used in specified areas throughout the site. Upon going to the Upload page, the user types in the name of the file to be uploaded and submits it. The user is then asked if he would like to upload another file, if yes the process repeats, if not the upload files process ends.

Portfolio

This is an optional feature that provides a process where users can upload and describe examples of their work in text, graphics and multimedia formats.

All pictures, audio and video clips are imported into the system via a special portfolio upload section. Images will be imported either through outsourced vendors or uploaded from home systems. The process is as follows. Upon going to the Portfolio page, the user types in the description of the image, audio or video clip. The user then selects the corresponding image, audio, or video clip, which ties to the description. The user is then asked if he would like to describe another image, audio or video clip; and if the user indicates affirmatively, the process is repeated. If not the Portfolio process is completed.

In a preferred embodiment, the system allows web site owners to place themselves into a combination of the following categories:

function, industry and career-level. Once profiled, custom-information is then pulled from the database to construct a forms-based interface that allows the customer to draw upon questions specific to their chosen fields and level. Thus creating a web site tailored specifically for an individual based on their professional background and level of experience.

This process allows the web site templates to drill down into career categories and virtually replace the first interview as performed by hiring managers and recruiters. If content areas, once presented by the system based on profiling, are not addressed they remain hidden. If the customer chooses to access these components while editing and maintaining their site, they will re-appear in edit mode and can be addressed and removed from hidden status. Additionally, web site builders are given the opportunity to place three additional questions and answers into provided fields. These fields are then dynamically placed within the web site when published.

The system has been described with reference to preferred embodiments particularly suited for managing the information of individuals seeking jobs. It is to be understood that the system according to the invention is suitable for other applications where a user is seeking to profile a particular interest and distribute information advertising his interest to third parties having a complementary interest. Such interest pairs would include the buying/selling of goods or services (e.g. a designated recipient of the personal profile information could be a

vendor of business cards or personal stationary) or real property. The invention also has utility in the management of other types of personal and professional information such as for physician/medical profiles and related records, dating services and personal relationship matching, internal government or corporate personnel, student profiles and related scholastic records, lawyer profiles and legal records, real estate, professional profiles and client records, or any other group sharing similar profile characteristics that can be standardized and presented in a consistent format.

WE CLAIM:

1. A computerized system integrating publication of a user web site with the automated submission of information to multiple recipients, said system comprising:

a) a web site publisher interactively designing and publishing a web site for said user, said web site displaying profile information provided by said user and being individually addressable by a uniform resource locator from a remote internet terminal;

b) an electronically readable database;

c) a parser to direct said profile information into said electronically readable database

d) a means for said user to designate a recipient of said profile information;

e) a translation engine operating upon said database and converting said profile information into output data; wherein said output data is formatted and organized according to the system requirements of a designated recipient;

f) a means of electronically transmitting said output data to said designated recipient.

2. A system according to claim 1, wherein said web site publisher provides user with web design objects and templates options, whereby

said user can control the appearance and information content of said web site.

3. A system according to claim 1, wherein said means of transmitting is via the internet or a private communication interface.

4. A system according to claim 1, wherein said user seeks a job and said designated recipient seeks to fill a job.

5. A system according to claim 1, wherein the user is a job seeker and the designated recipient is an on-line or employer job board.

6. A system according to claim 1, wherein said specifically formatted output data includes the uniform resource locator address of said web site.

7. A system according to claim 1, wherein said web publisher provides said user with template questions specific according to their user profile.

8. A system according to claim 1, wherein the profile information provided by said user relates to a particular interest of said user which is complementary to the interests of said multiple recipients.

9. A system according to claim 1, further comprising a user workstation providing a user email account to support the communications of said user with said system and said recipients.

10. A system according to claim 9, wherein said user workstation is the communications port for the user to provide and update data; and create, publish and revise their web sites.

11. A system according to claim 1, wherein said designated recipient is a printer of stationary or business cards.

12. A system according to claim 4, wherein said web site publisher provides templates and graphic objects according to the user profile.

13. A system according to claim 8, wherein said particular interest is professional, commercial, intellectual, legal, medical, educational, or personal in nature.

14. A method for integrated publication of a user web site and distributing user information to multiple recipients, said method comprising the steps of:

a) communicating with said user via the internet and thereby receiving profile information;

b) publishing said information on a web site, wherein said web site is individually addressable using a uniform resource locator from a remote internet terminal;

c) storing said information in an electronically readable database;

d) accessing said database and translating said stored information into a format according to the system requirements of a recipient designated by said user;

e) transmitting said translated information to said designated recipient.

15. A method according to claim 14, wherein said publishing incorporates web design objects and custom audio, video, graphics, and career-guided textual data according to information and instructions from said user.

16. An online, computerized system integrating publication of a user web site, the provision of an electronically readable database, and the automated provision of data to multiple partners, said system comprising:

a) a web-based public request broker for managing communications with said user; said broker to determine the access privileges and to receive said personal profile information and instructions from said user;

b) a web site publisher providing a plurality of web site graphical templates and profile design options for the display of said information, wherein said publisher designs and posts said web site according to said information and instructions;

c) a parser directing said information into an electronically readable database;

d) a partner request broker for managing communications and data exchange with said partners; said request broker to determine the access privileges and file sharing protocols of said partners;

e) an engine to search the contents of said database according to information provided by said partners.

17. A computer-based system according to claim 16, wherein said web site publisher integrates a pre-defined set of web design objects and custom audio, video, graphics, and textual data in order to create semi-custom designed personal resume web sites.

18. A computer-based system according to claim 16, wherein said request broker communicates with said partner over the internet or via a private communication interface.

19. A computer based system according to claim 16, wherein said user is a job seeker and said partner is seeking to match a job seeker to a job.

20. A computer based system according to claim 16, wherein said web site is individually addressable using a uniform resource locator from a remote internet terminal.

21. A computer based system according to claim 16, wherein said designated recipient markets goods or services.

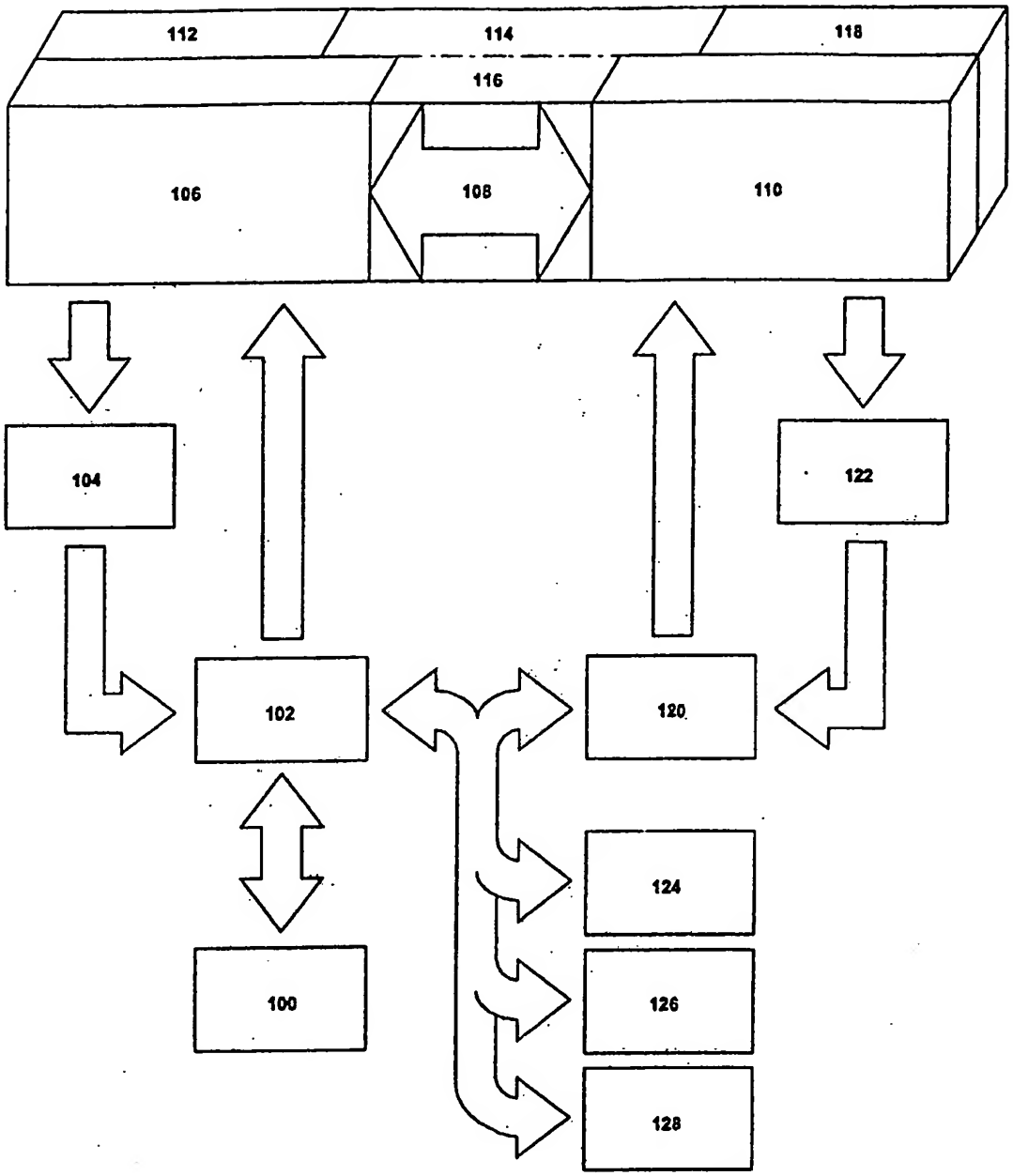


Fig. 1

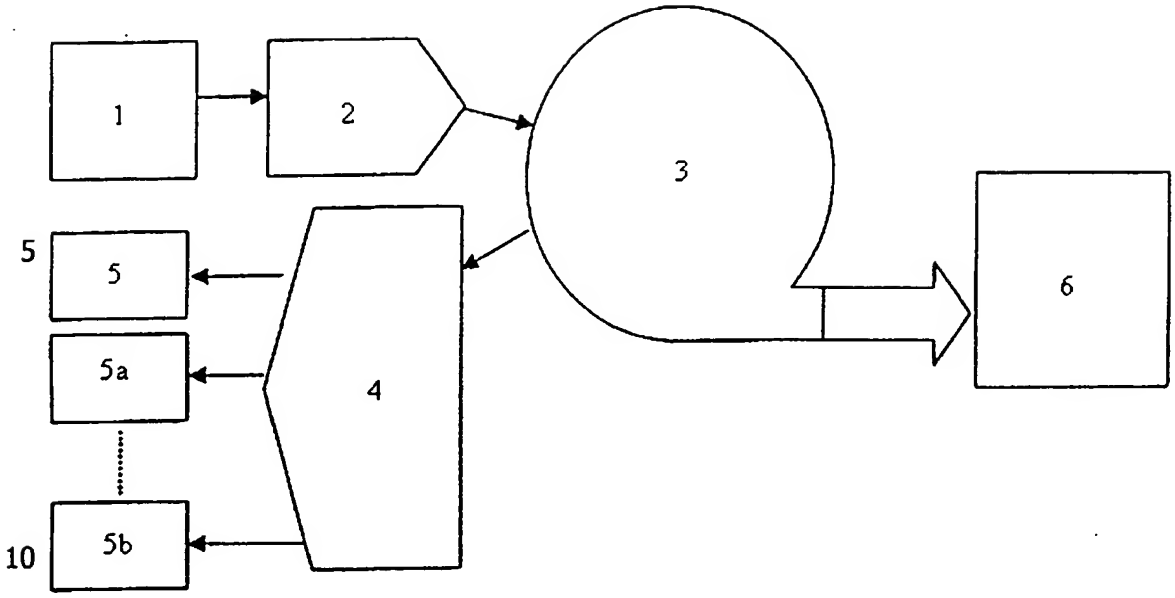


Fig. 2

INTERNATIONAL SEARCH REPORT

Internal application No.
PCT/US00/13189

A. CLASSIFICATION OF SUBJECT MATTER
IPC(7) :G06F 13/00
US CL :709/203, 217, 219; 705/1, 705/10, 705/11
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 709/203, 217, 219; 705/1, 705/10, 705/11

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

west

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A,P	US 5,978,768 A (MCGOVERN et al) 02 November 1999, ALL	1-21
A,P	US 5,978,767 A (CHRIEST et al) 02 November 1999, ALL	1-21
A	US 5,884,270 A (WALKER et al) 16 March 1999, ALL	1-21
A	US 5,758,324 A (HARTMAN et al) 26 May 1998, ALL	1-21
A	US 5,832,497 A (TAYLOR) 03 November 1998, ALL	1-21
A	US 5,164,897 A (CLARK et al) 17 November 1992, ALL	1-21

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

*	Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E"	earlier document published on or after the international filing date	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&"	document member of the same patent family
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search 17 JULY 2000	Date of mailing of the international search report 09 AUG 2000
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer GLENTON BURGESS Telephone No. (703) 305-4702

Form PCT/ISA/210 (second sheet) (July 1998) *